To: Heller, Edmund G., Waechter, Liane, 1710 - Pittsburgh ROU, Evanchik, A E., Fricke, R H., Wolfe, Laney, McHugh, Michael, James, Douglas, Teeter, Gregory, Dejong, Fred, Richards, M, Van Sickle, R, Mitchell, Greg, Sirianni, Suzanne M., 1110 - Boston ROU(PROVENL), Reidy, Gerald J., Keeney, David, Smith, Richard A., Brandt, Kevin E., Ferencak, Cynthia L., Gambardella, Mark R., Brown, Greg, Ciesluk, M, 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), Kinney, W H., Devine, John C., Gay, R E., Fall, Eric D., Klein, John F., 1300 - Philadelphia Region (HAYESJ4), 1310 - Philadelphia ROU (METZG), Loftin, Jerry R., Nunn, Stephen J., 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Dabaghian, Charles N., Fusco, Peter J., Alese, Louann F., Cleerdin, Sean, Cobucci, M J., Hasni, Amin S., Taylor, William M., Mcallister, George E., Mcgavin, Nate J., Casey, Robert A., Roth, Kari L., Laberge, David M., Chomko, Daniel, Weber, R L., Bangle, Rich F., Podnieks, David L., Henry, Luise A., Hart, Joseph G., Green, Herbert K., Wagner, Steve F., Crosby, Judy L.

From: Kuruc, Nick

Posted: 10/22/97 10:33

Opened: 10/22/97 11:13

Subject: Price Plus Program- Nov./Dec.

ROU Communication To Retail Divisions: SIS access primary supplier # 425769 (Supermarkets only)

Listed below are Price Plus Programs and inclusive dates for November and December:

November 9- December 10	WINSTON, SALEM, DORAL	$ 2.50/carton
December 7-January 10	WINSTON, SALEM, DORAL	$ 2.50/carton

Important: Due to the higher than normal amount of the buy down, and the brands involved, please ensure that this promotion is worked in the following manner:

[] Account Managers (responsible for Shop Rite Member Groups): Present Program and dates to key person. If possible, sell prebook, forward to me.

[] Sales Reps (responsible for independent stores): Present Program and dates to manager or owner. If possible, sell prebook, forward to me.

[] Retail Reps (responsible for all stores): Contact Non Food Manager. Present Program. Encourage extra orders on key brand styles.

Attached is a "sell sheet" to be used when contacting your Shop Rite Group or Store.

Note to ROU's: Please make a copy of the "sell sheet" and forward to all Retail Reps responsible for Shop Rite Stores (supermarkets only)

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Source: https://www.industrydocuments.ucsf.edu/docs/pyxy0000

Shop Rite Price Plus Year End Blowout!!!

All *WINSTON* Styles $ 2.50 off

All SALEM Styles $ 2.50 off

All Doral Styles $ 2.50 off

Featured on Price Plus In all Shop Rite Stores

- **Nov. 11- Dec. 12**
- **Dec. 12- Jan. 10**

Order extra now!!!!

Don't be caught short!!!

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Source: https://www.industrydocuments.ucsf.edu/docs/pyxy0000